



An application supporting your daily life with navigation guidance you need in any activity. Finding many places and your destination you want to visit in fast, easy and reliable.

Share your special moment wherever and whenever, Or you can give your friend's moment an appreciation as a sign that you like their moment. Talking, chatting or even send a picture/video with your friend in realtime.

Play and compete with your friends, using new technology which combine DIGITAL world and REAL world. Meet and Hangout with your friends in real world and compete them in digital world.

Many people...

Addicted

with gadget

In this time, most of people use their smartphone not only for calling and texting. And also they use it for social media and games.

Why they are so addicted with their own smartphone?





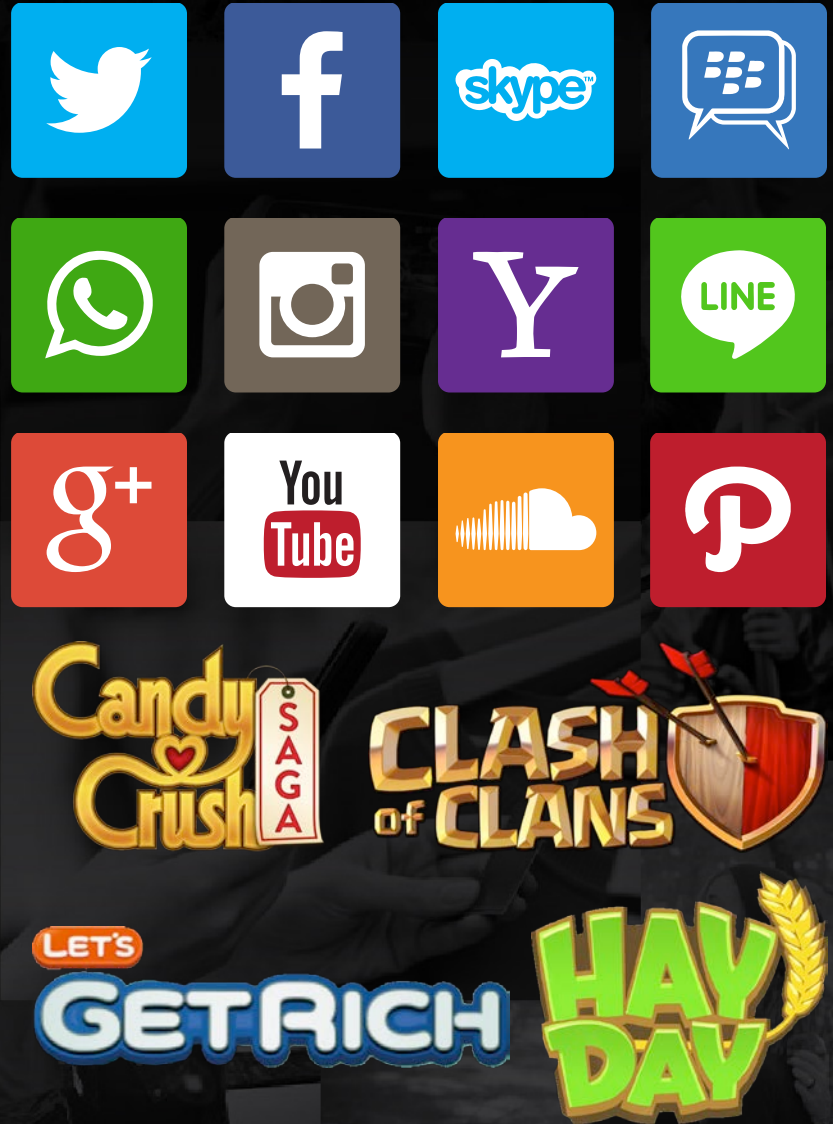
Why?

Social Media Games

Facebook, twitter, get rich, Hay day and many more, has succeed make people to spending their time to use their smartphone.

Why it happened?

They are begin to ignore their real life and to be more concern in digital world. And for sure, without realizing they are looking for confession, praise, pride and being recognized by publics through social media and games.



A dark, grayscale collage of various images related to technology and social interaction, including people using smartphones, a woman on a phone, and groups of people. The collage serves as the background for the text.

It's...

PRIDE



+



=



Social Media

Games

Combining social media, games and reality
it's not a simple thing. But AWRA has
succeeded to combine three of it into one
app that we called...

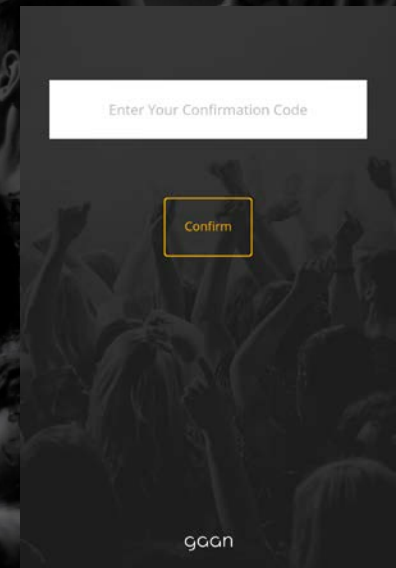
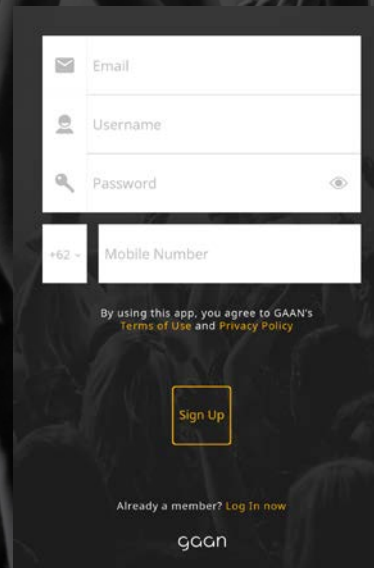
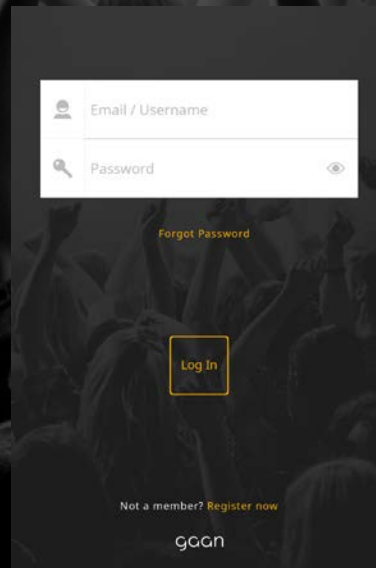
gagan

The purpose of this application is to reduce autistic people in using their smartphone to be more active in real life. That's why, we have a motto...

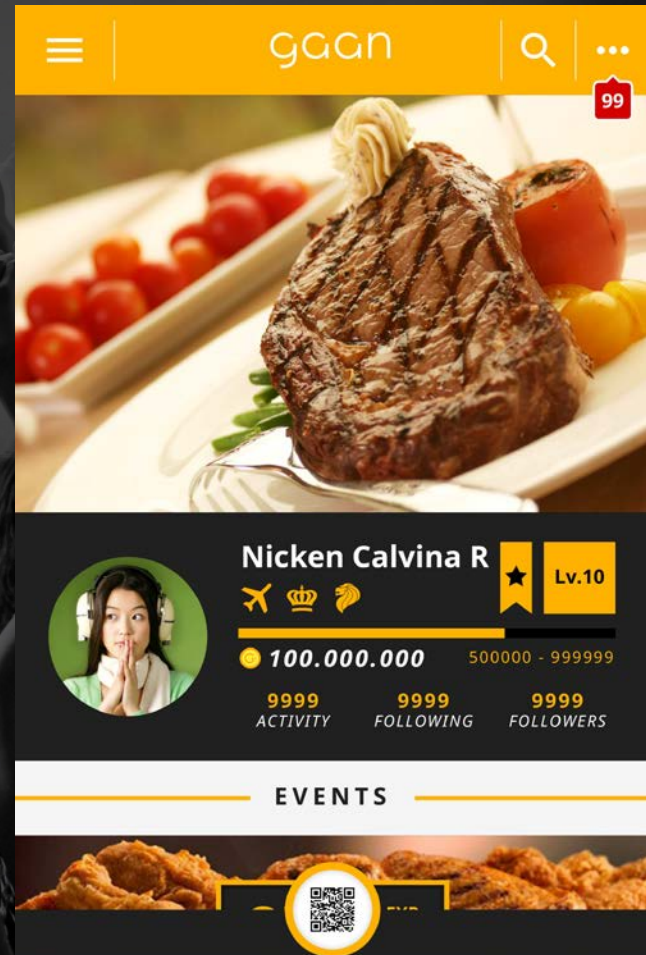
Get Your
REAL LIFE

gaan

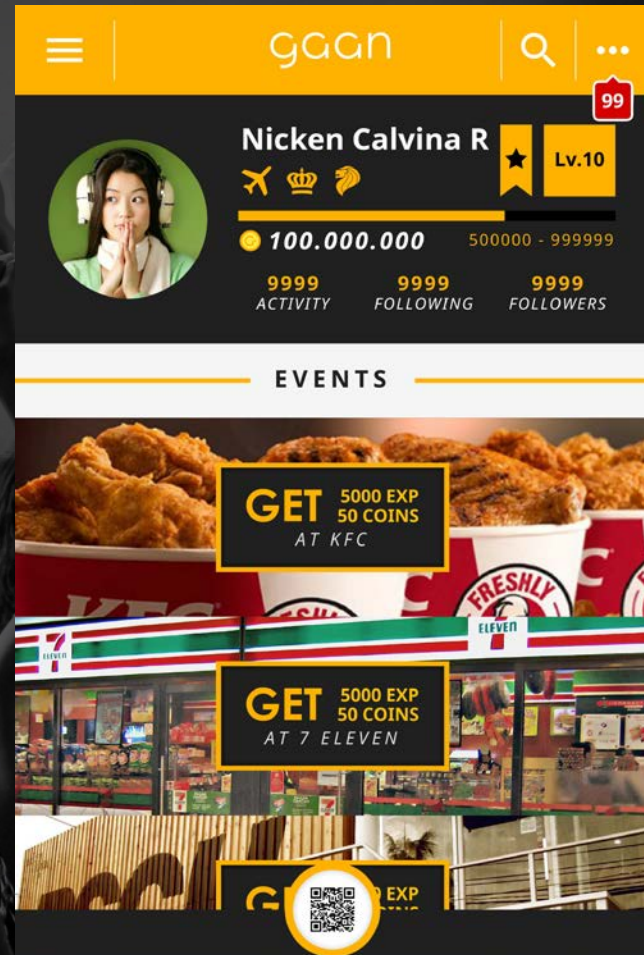
At the moment you were downloaded GAAN, you should have an account to log in. but if you haven't an account, you can choose registration at the following option.



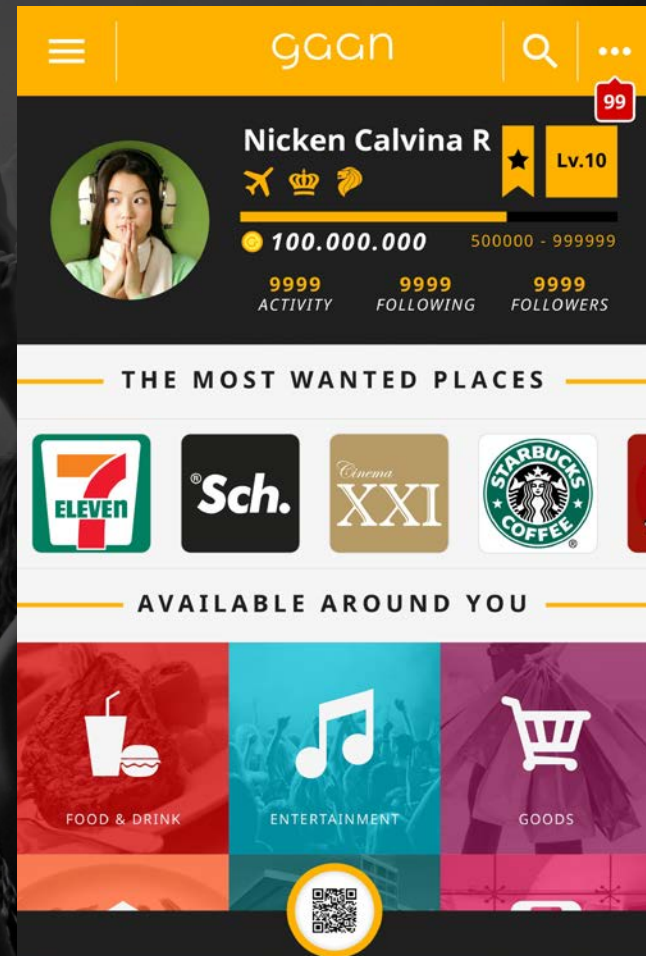
After that you'll be directed to **HOME** page. In this page you will see at the top banner there is a slideshow, it will show for each picture by 3 up to 5 seconds.



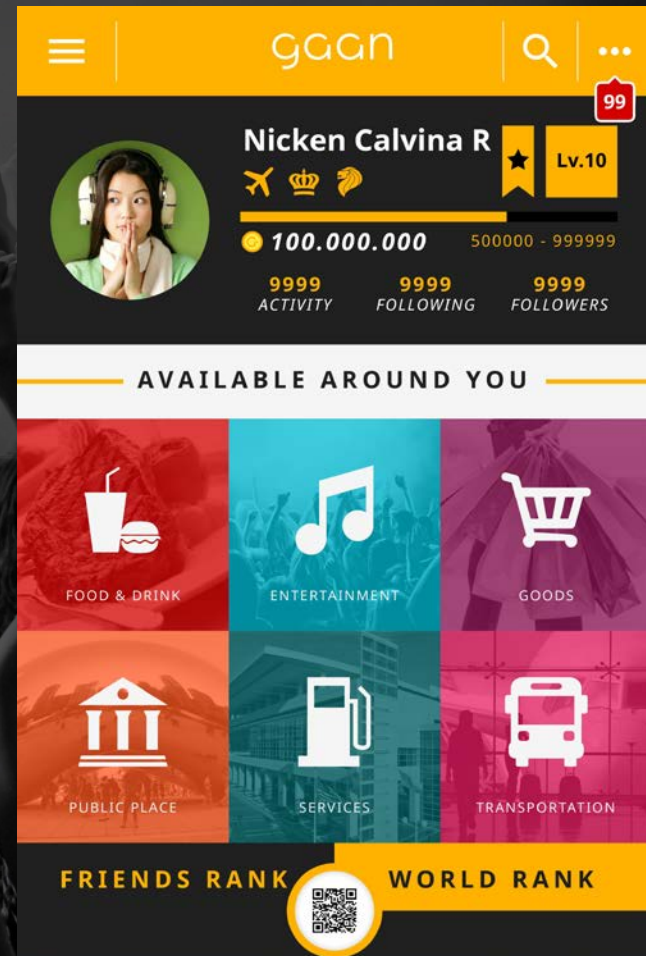
Below of it, you also can see **EVENT** column, there is many information of places which provide you the extra point higher than normal point.



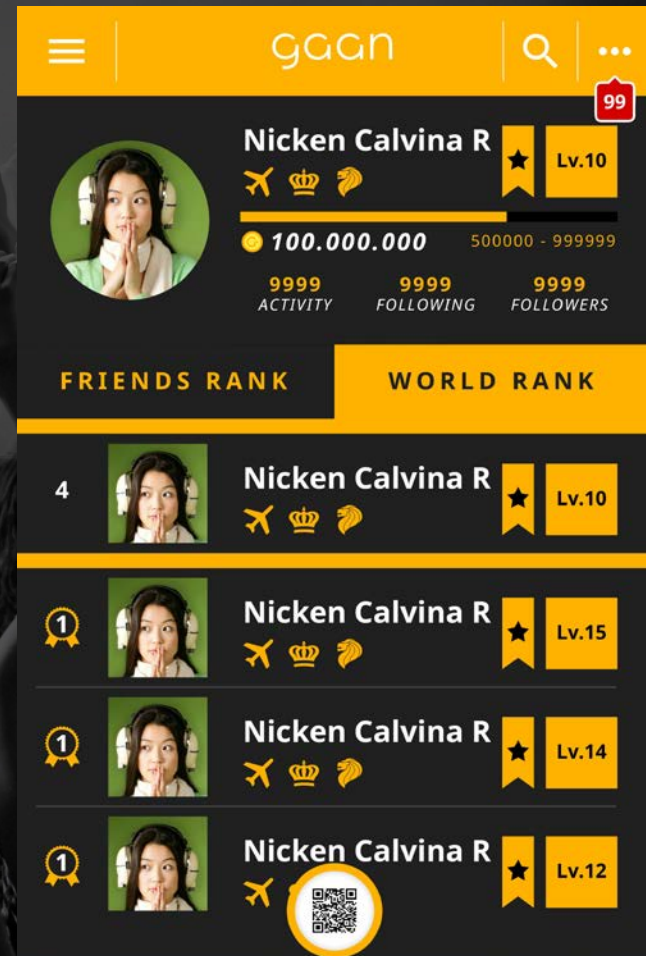
And below of event column, you will see **THE MOST WANTED PLACES** section, User can found many favorite places based on our user visited.



Then below of it you could see there's **AVAILABLE AROUND YOU** section, here you will be provided with the information about nearest places around you which have cooperated with us.



At the end of page you could see RANKING section which separated into two category. There's **FRIENDS RANK** and **WORLD RANK**. In Friend rank user can see your position ranking between their friends, and in WORLD RANK user also can see their position ranking between a WHOLE players of gaan.





Nicken Calvin R

*"Hay Hallo,yuk Follow Aku
Nanti Kita Jalan-Jalan"*



Home



Notification

99



Message

99



Category



Hot & New

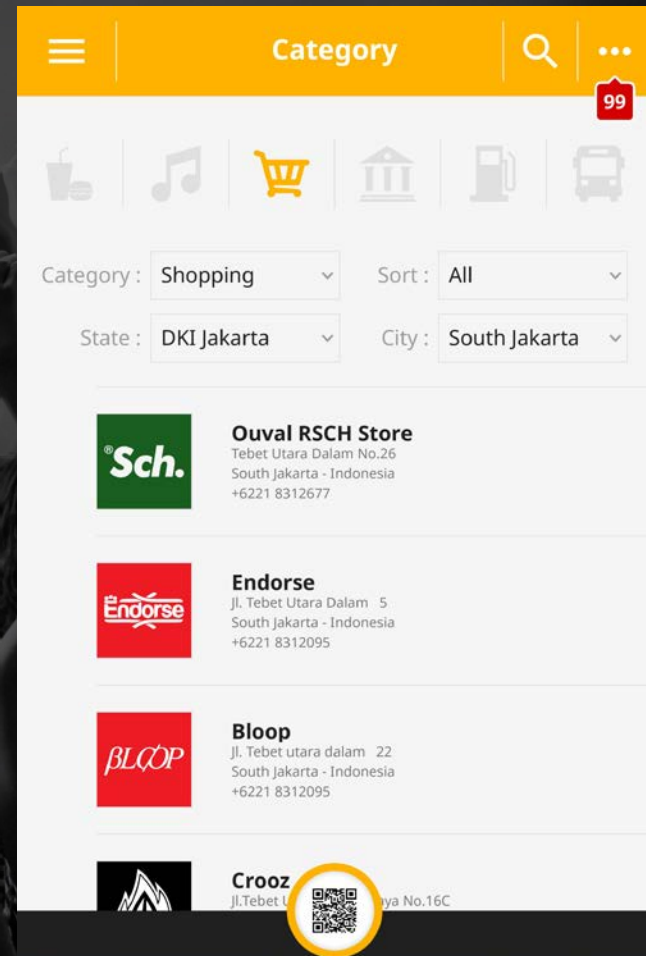
99



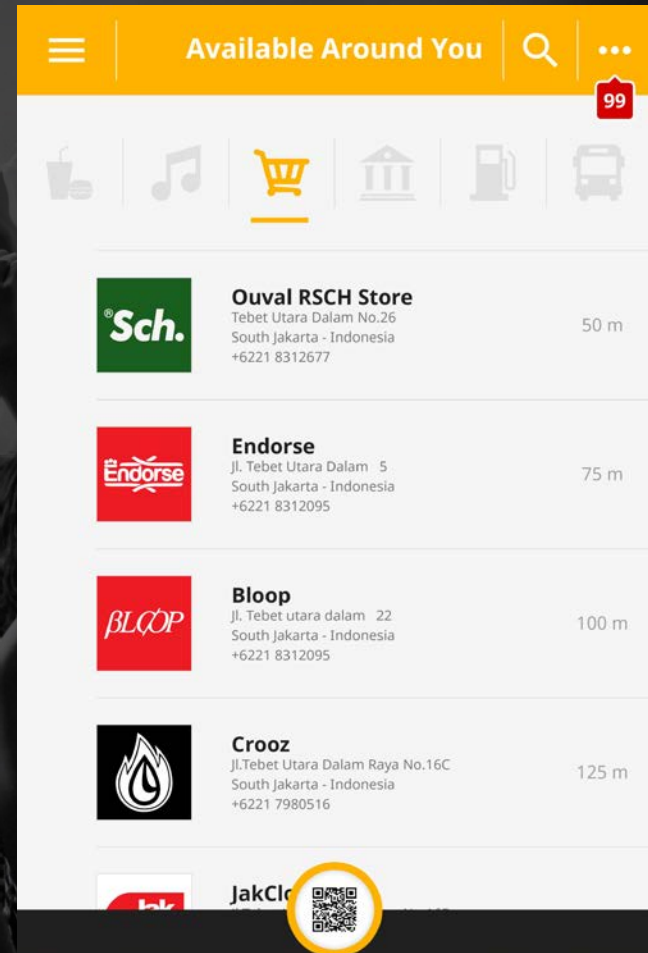
Setting



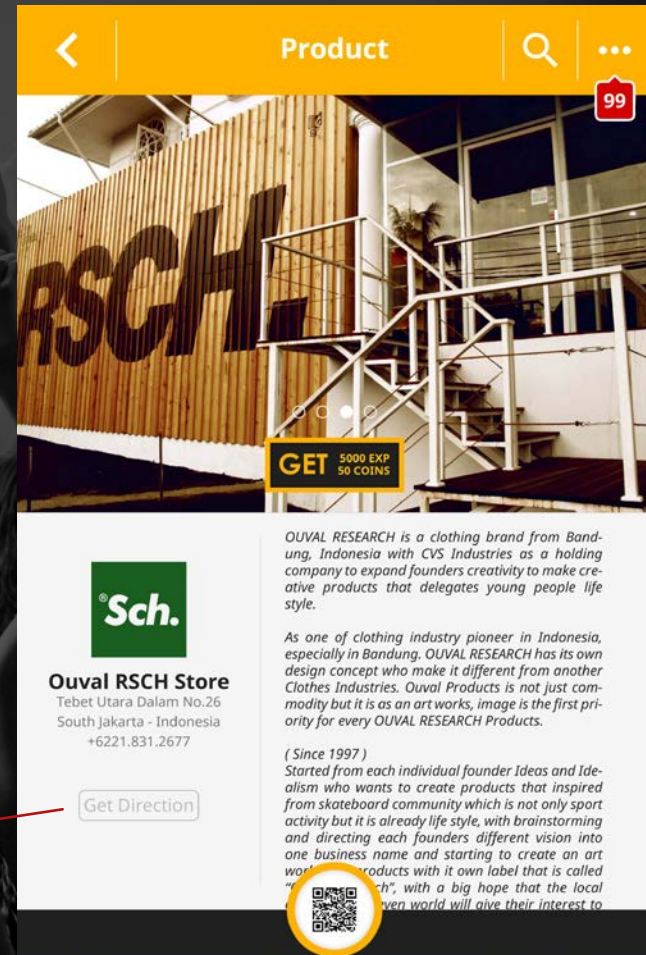
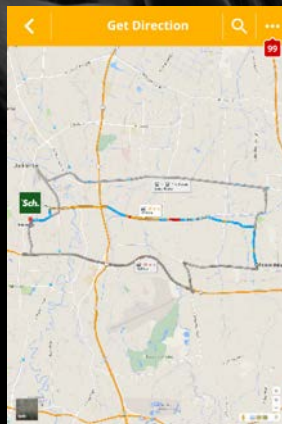
CATEGORY PAGE, here user can find any places which user intended to visit. And also here user can use filter to make them easy to find specific places they want to visit.



AVAILABLE AROUND YOU page.
In this page user can find nearby places they can visit based on category chosen by user



And if user already found where they should go, user can chose that place which user intended to visit then our app will provide user to Description page. There's many information about the place chosen by user in this page, such as history of place, photos, Address, Website, Phone Number, and get direction to the place which user want to visit.



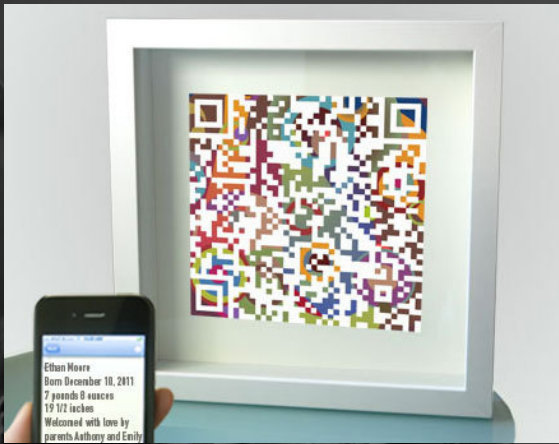
A dark, high-contrast photograph of a large crowd of people at a concert or festival. Many people have their arms raised in the air, some with hands open and others in fist-like gestures. The lighting is dim, with some highlights on the people's hair and clothing, creating a sense of movement and energy.

How it Works?

How it Works?

THIS IS COMBINATION BETWEEN SOCIAL MEDIA, GAME AND REALITY. Like the other app, user could to post or share photo ANY moments of them. And also user could CHATTING with their friend in real time. Not only SHARE and CHAT, they can play and compete with their friends by doing and making more moments to gain their point, everywhere anywhere they went to the places their intended to visit.





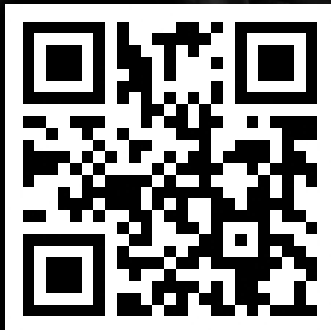
For example, you go to restaurant. For every each transaction you will get a voucher or user can found posters which in it there are QR code, so user can shot the QR code using in app feature. And soon user will get points after shot the QR code then share it to their timeline as their moment. Here where GAME is BEGIN.

User got the point and also their friends got the point. The more frequently user do activity, much more places user visited and the more moments user shared and of course user get so much more points to compete their friends.



Not only point. There's Experience points to raise the level of user. Here we are urge user to be more active in real life to compete their friends, fairly and of course more consumptive.

Fortunately, user will get the real thing such as VOUCHER, DISCOUNT, PRODUCT by redeem the points or gain their level.



We will distribute QR Code as a voucher and also as mini poster to all tenant who cooperated with us, For free and also commercial. What's the different?? User can shot the QR code on mini poster for free without buying something to get the point OR they could gain extra point on QR Voucher by buying something in tenant they visited.

how this app can be a real business
and profitable??

How ?

For Every each QR voucher we sale
one thousand Indonesian rupiah,

IDR 1000

Each

and minimum purchase voucher is one
thousand pieces.

1000

Barcodes per tenant

Assuming the number of visitor...

100

Tenant visitor each day

based on economic 2011 the number
of type of business in Jakarta specially
are

2280

Tenant in Jakarta

And if we multiply from those thing we
will get the result more than

IDR 1,5⁺ B

Monthly revenue



This is only from Jakarta. What about
the other cities or province in
Indonesia?? Each month? Each year??

gcan



LEAN CANVAS



PROBLEM 1. Most of smartphone users, Spend most of their time with smartphone. 2. Many Negative effect has been found on social media / games aplication 3. Just ONLY for get LIKE, LOVE, RETWEET many users willing do stupid thing which those thing risk their life.	SOLUTION 1. Persuade users to be more active in real world. 2. Reduce the negative impact with positive action. 3. NOT only LIKE, LOVE obtained, but the REAL thing. KEY ACTIVITIES 1. Target Costumer 40 / Month / City 2. Target user 400 / Month / kota 3. Selling 5000 voucher / Month / City Or 125 Voucher / customer / Month	UNIQUE VALUE PROPOSITION 1. NOT only PRIDE which user got with sharing photo, location, and status update, but also user get point for every each of it. 2. Points earned by user can be exchanged with various options such as Voucher, Discount, Product, etc, 3. Play and compete with the other user to get extra point in REAL world.	UNFAIR ADVANTAGE 1. Aplikasi tidak menggunakan tempelate berbayar atau gratis, melainkan membuat sendiri 2. Locking Customer yang dilakukan segera dan seluas mungkin. CHANNELS 1. Offline Media 2. Online Media 3. Word of Mouth 4. Television	CUSTOMER SEGMENTS User 1. Teenager 14 – 19 Years old. 2. Mature 20 – 35 Years old Customer 1. Mini Market, Supermarket, Hypermarket, Departemen Store 2. Keperluan pribadi 3. Public Places 4. Hotel, Restaurant and Cafe 5. Etc.
COST STRUCTURE 1. Legality 2. Human Resource 3. Office Expense 4. Office Equipment 5. Utilities 6. Operational 7. Promotion 8. Production			REVENUE STREAMS 1. Slide Show Ads. 2. Event Customer 3. Sale Voucher QR Code 1. Revenue more than 1,5 Billion / month / city 2. ROI at 8 th years of selling (pesimist) dan 3 rd years of selling (optimist)	

The Numbers of Type of Business in INDONESIA



- Mini Market, Supermarket, Hypermarket	1702
- Department Store	245
- Textile, Apparel and Personal Use.	5006
- Household Appliance, Sports Equipment, Music Instrument, Photography, Computer	3188
- 3 up to 5 stars Hotel	1375
- Restaurant and Cafe	2916

Total 14.432

Whole Indonesia

(Based on Economic census 2011)

The Number of type of business

Jakarta	2.280 (15,8%)
West Java	2.236 (15,5%)
East Java	2.222 (15,4%)
Central Java	1.876 (13,0%)
West Sumatera	736 (5,1%)
Other Province	3.636 (25,2%)

The Number of Restaurant and Cafe

Jakarta	1.358 (46,6%)
West Java	285 (9,8%)
East Java	230 (7,9%)
Bali	224 (7,7%)
North Sumatera	166 (5,7%)
Other Province	650 (22,3%)

Source:

The Number of trading businesses according to standard classification of business field in Indonesia

IDR 1000,-

/Voucher Barcode



IDR1000 x 2.280 (all type of business in Jakarta)

= IDR 2.280.000

Minimum purchase Voucher 1000pcs
(Expired 1 years)

**IDR 2.280.000 x 1000 vouchers
= 2.280.000.000**

Assuming the number of visitor is 100
visitors each day.

30 days = 3000 visitors

3000 Visitors = 3000 vouchers

**3000 vouchers X IDR .2.280.000
= IDR 6.840.000.000**

Voucher sold in DKI JAKARTA
IDR 6.840.000.000/Month

Voucher sold in other 30 province
IDR 205.200.000.000/Month

COMPANY EXPENSE



No	Description	Year 2017												TOTAL
		1	2	3	4	5	6	7	8	9	10	11	12	
	FIXED COST													+ 10%
1	Human Resource	188200	219400	244200	297100	317900	431850	361500	382300	392700	413500	413500	413500	4483215
2	Office Expenses	53500	32500	32500	32500	32500	32500	32500	32500	32500	32500	32500	32500	452100
3	Office Equipment	26000	26000	26000	26000	26000	26000	26000	26000	26000	26000	26000	26000	443200
4	Utilities	947633	36000	36000	36000	36000	36000	36000	336000	36000	36660	44250	36000	1817797
5	Operational	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	10000	132000
6	Promotion	300000	150000	150000	150000	150000	200000	150000	150000	150000	150000	150000	150000	2200000
7	Production	781500	1039840	1039840	1039840	1039840	1039840	1039840	1039840	1039840	1039840	1039840	1039840	13441714
7	Legality	0	0	0	0	0	0	0	0	0	0	0	0	0
8	Copyright	0	0	0	0	0	0	0	0	0	0	0	0	0
9	Insurance & allowance	0	0	0	0	0	0	0	0	0	0	0	0	0
10	OTHER cost	500000	500000	500000	500000	500000	500000	500000	500000	500000	500000	500000	500000	6000000
	Sub Total	2806833	2013740	2038540	2091440	2112240	2276190	2155840	2476640	2187040	2208500	2216090	2207840	28970026.3

* In thousand IDR

Projection and target Revenue for 11 years.



Pessimist Assumption

YEAR	GROSS PROFIT	NET PROFIT
1	IDR -	IDR -
2	IDR 28,800,000,000	IDR 20,160,000,000
3	IDR 34,560,000,000	IDR 24,192,000,000
4	IDR 41,472,000,000	IDR 29,030,400,000
5	IDR 49,766,400,000	IDR 34,836,480,000
6	IDR 59,719,680,000	IDR 41,803,776,000
7	IDR 71,663,616,000	IDR 50,164,531,200
8	IDR 85,996,339,200	IDR 60,197,437,440
9	IDR 103,195,607,040	IDR 72,236,924,928
10	IDR 123,834,728,448	IDR 86,684,309,914
11	IDR 148,601,674,138	IDR 104,021,171,896

YEAR	EXPENSE	INCOME	MARGIN
1	IDR 20,638,026,300	IDR -	IDR -20,638,026,300
2	IDR 23,575,953,500	IDR 20,160,000,000	IDR -3,415,953,500
3	IDR 23,575,953,500	IDR 24,192,000,000	IDR 616,046,500
4	IDR 23,575,953,500	IDR 29,030,400,000	IDR 5,454,446,500
5	IDR 23,575,953,500	IDR 34,836,480,000	IDR 11,260,526,500
6	IDR 23,575,953,500	IDR 41,803,776,000	IDR 18,227,822,500
7	IDR 23,575,953,500	IDR 50,164,531,200	IDR 26,588,577,700
8	IDR 23,575,953,500	IDR 60,197,437,440	IDR 36,621,483,940
9	IDR 23,575,953,500	IDR 72,236,924,928	IDR 48,660,971,428
10	IDR 23,575,953,500	IDR 86,684,309,914	IDR 63,108,356,414
11	IDR 23,575,953,500	IDR 104,021,171,896	IDR 80,445,218,396
Total	IDR 256,397,561,300		IDR 266,929,470,078

YEAR	ROI
2	IDR -39,409,886,300
3	IDR -39,409,886,300
4	IDR -39,409,886,300
5	IDR -34,238,091,300
6	IDR -22,099,000,300
7	IDR -1,599,154,100
8	IDR 28,933,598,340
9	IDR 71,505,838,268
10	IDR 128,525,463,182
11	IDR 202,881,950,078

*exclude :

- Sponsorship
- Slide show Ads
- Event Ads

Projection and target Revenue for 11 years.



Optimist Assumption

TAHUN	LABA KOTOR	LABA BERSIH
1	IDR -	IDR -
2	IDR 72,000,000,000	IDR 50,400,000,000
3	IDR 86,400,000,000	IDR 60,480,000,000
4	IDR 103,680,000,000	IDR 72,576,000,000
5	IDR 124,416,000,000	IDR 87,091,200,000
6	IDR 149,299,200,000	IDR 104,509,440,000
7	IDR 179,159,040,000	IDR 125,411,328,000
8	IDR 214,990,848,000	IDR 150,493,593,600
9	IDR 257,989,017,600	IDR 180,592,312,320
10	IDR 309,586,821,120	IDR 216,710,774,784
11	IDR 371,504,185,344	IDR 260,052,929,741

YEAR	EXPENSE	INCOME	MARGIN
1	IDR 20,638,026,300	IDR -	IDR -20,638,026,300
2	IDR 23,575,953,500	IDR 50,400,000,000	IDR 26,824,046,500
3	IDR 23,575,953,500	IDR 60,480,000,000	IDR 36,904,046,500
4	IDR 23,575,953,500	IDR 72,576,000,000	IDR 49,000,046,500
5	IDR 23,575,953,500	IDR 87,091,200,000	IDR 63,515,246,500
6	IDR 23,575,953,500	IDR 104,509,440,000	IDR 80,933,486,500
7	IDR 23,575,953,500	IDR 125,411,328,000	IDR 101,835,374,500
8	IDR 23,575,953,500	IDR 150,493,593,600	IDR 126,917,640,100
9	IDR 23,575,953,500	IDR 180,592,312,320	IDR 157,016,358,820
10	IDR 23,575,953,500	IDR 216,710,774,784	IDR 193,134,821,284
11	IDR 23,575,953,500	IDR 260,052,929,741	IDR 236,476,976,241
Total	IDR 256,397,561,300		IDR 1,051,920,017,145

YEAR	ROI
2	IDR -18,674,571,300
3	IDR 12,140,743,700
4	IDR 55,052,058,700
5	IDR 112,478,573,700
6	IDR 187,323,328,700
7	IDR 283,069,971,700
8	IDR 403,898,880,300
9	IDR 554,826,507,620
10	IDR 741,872,597,404
11	IDR 972,260,842,145

*exclude :

- Sponsorship
- Slide show Ads
- Event Ads

Will you
Join us?